

Annual Content
and Service Report
to the Community

2018-2019



Positively impacting communities through
education, entertainment and engagement.



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Everyone

deserves great media

As a PBS member station, WSRE serves everyone in our Northwest Florida and South Alabama coverage area with free content and services that educate, inform and inspire.

- Our educational media helps prepare children for success in school and opens up the world to them in an age-appropriate way;
- Our primetime and on-demand offerings feature binge-worthy dramas, out-of-this-world science and adventure series, acclaimed documentaries and a front row seat to the world's best performances;
- Our own award-winning productions spotlight the region's talent, local happenings, impactful issues and storied history.

For many, WSRE is their connection to the world. It may be their only opportunity to see a Broadway show, visit a National Park or access non-commercial public affairs programming.

WSRE's service extends beyond broadcast, as well.

- Our WSRE Public Square events present free and enlightening lectures, town halls and film screenings;
- Our PBS KIDS Imagination Station provides a free, fun and safe place for families to access educational resources;
- Our family-friendly events engage the community in promoting the importance of early learning and public safety;
- Our delivery of Florida PBS LearningMedia provides free digital media content for teachers and students in local schools.

In this annual report, you will learn about such programs, productions and activities that enhanced quality of life for people in our area during the 2018-2019 fiscal year. All were made possible by the support of generous individuals and organizations — those who believe in the value of public television providing everyone with access to quality programs and educational resources as a community service.

We thank you for supporting our mission!



Becca Boles

Becca Boles

Chair, WSRE-TV Foundation, Inc.
2018-2019



Bob Culkeen

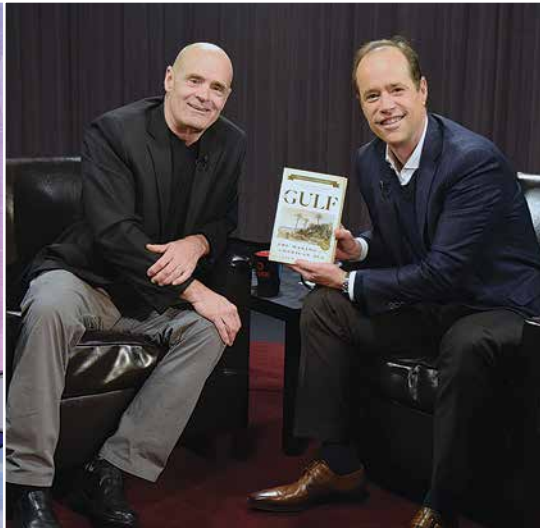
Bob Culkeen

General Manager, WSRE
Executive Director,
WSRE-TV Foundation, Inc.



WSRE (23.1)

Our primary channel delivers local productions and beloved public television standards like "PBS NewsHour," "Antiques Roadshow," "NOVA" and "Masterpiece," along with trusted PBS KIDS programming.



WSRE World (23.2)

World Channel shares the best of public media in news, documentaries and fact-based information programming that helps us understand conflicts, movements and cultures distinct from our own.



WSRE PBS KIDS (23.4)

PBS KIDS is committed to making a positive impact on children through curriculum-based entertainment with positive role models and content designed to nurture a child's total well-being.



WSRE Create (23.3)

Create offers shows on cooking, travel, home improvement, gardening, arts and crafts, airing weekdays and 5P-5A on weekends. The Florida Channel is carried during the 5A-5P weekend timeslot.



We are PBS

for the Emerald Coast

WSRE is a Public Broadcasting Service member station, serving local communities with programming and services of the highest quality and using media to educate, inspire and entertain.

Licensed to the Pensacola State College District Board of Trustees, we are one of 350 nonprofit PBS stations. As such, we are part of the most trusted, valued and essential media provider in America, empowering individuals to achieve their potential while strengthening the country's social, democratic and cultural health.

WSRE is available to all — over-the-air, digitally and through public events. We serve a population of 1.5 million people along the Emerald Coast, from the Alabama/Mississippi state line to Destin, with four over-the-air channels: WSRE (23.1), WSRE World (23.2), WSRE Create (23.3) and WSRE PBS KIDS (23.4). Station information, program schedules and video streaming can be accessed at wsre.org.

WSRE is committed to delivering high quality national, regional and local content and educational outreach to the communities we serve. Our content is reflective of our audience, expressing diverse perspectives.

We provide trusted programming that is unique and different from commercial broadcasting, our original productions and events provide opportunities for civic engagement, enlightening conversation and exposure to the arts.

Production facilities are located in the Kugelman Center for Telecommunications on the campus of Pensacola State College and are accented by the 10,000-square-foot Jean & Paul Amos Performance Studio which serves as a live broadcast, performance and event venue.

In support of public service projects furthering education, public safety and civic leadership, WSRE receives public funding from both federal and state governments through the Corporation for Public Broadcasting.

We greatly rely on support from corporate funders and individual members for programming, production and the capital required to maintain station operations and meet the constant demands of innovation in broadcast and digital communications technology.

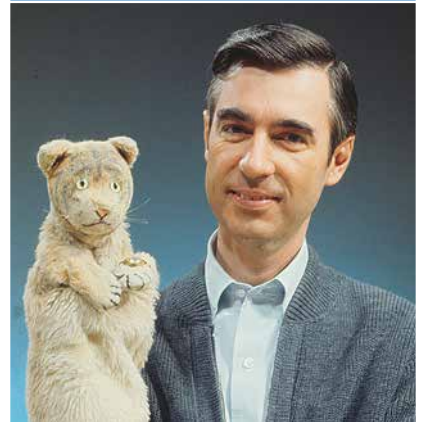
Mission

WSRE public media positively impacts communities through education, entertainment and engagement.

Vision

Recognized, utilized and supported by the communities WSRE serves.

**Trusted.
Valued.
Essential.**



**Providing people
of every age
and interest
with a classroom,
a passport
and a stage
for the arts.**



More than 75 regional bands have appeared on WSRE during the first 11 seasons of "StudioAmped."



WSRE productions of "StudioAmped" and "Aware!" won 2019 Bronze Telly Awards.

"Healthcare Connect"
"Pensacola Beach Songwriters Festival Special 2018"



Since 2002, WSRE productions have won:

4 Emmy Award Nominations

2 Silver Telly Awards

19 Bronze Telly Awards



WSRE

Productions

WSRE productions are key to meeting the station's mission to educate, entertain and engage viewers with meaningful content.

Six local series cover the people, places and happenings of the station's viewing area: "Aware!" and "inStudio" highlight current affairs and local initiatives; "Conversations with Jeff Weeks" spotlights notable people of local and national renown; "Pensacola State Today" provides useful information about college programs and student services; "In Your Own Back Yard" takes an in-depth look at local attractions and points of interest; and our concert series, "StudioAmped," showcases the original music of regional artists.

"Rally" returned for another election cycle, and a new WSRE series offers something completely different! "Nightmare Theatre" was added to WSRE's Saturday late-night lineup, introduced as a Halloween treat in October.

New series brings frightful fun to Saturday night

Mike Ensley, Chip Chism and Lemmie Crews had been presenting horror genre films for 17 years before WSRE produced 13 new episodes of their series, "Nightmare Theatre." In character as the Baron Mondo Von Doren, El Sapo de Tempesto and Mittens the Werewolf, the Horror Host Hall of Fame members introduce classic movies with comedic intros on each film's history.



The Merrill Movie Museum has provided movie props and memorabilia for the series with Julio Diaz, the museum's collection manager, joining the cast for a cinema and pop culture show-and-tell during each episode.

Season 1 episodes began airing on Oct. 27, along with "Doctor Who," as part of our PBS Nerd® late-night programming block.

In celebration of the series launch, WSRE and Great Southern Restaurant Group teamed up to present a film screening of "Plan 9 From Outer Space" on the Amos Studio big screen, a Merrill Movie Museum exhibit and a costume contest on Nov. 9.

RALLY 2018

An election cycle tradition in Northwest Florida, "RALLY" candidate forums have been a public service of WSRE since the 1970s. "RALLY 2018"

for the primary and general elections in Escambia, Santa Rosa and Okaloosa counties aired live in August and October.

Races covered included U.S. Congressional District 1; Florida House Districts 1 and 2; County Commissioner Districts 2 and 4 (Escambia, Santa Rosa and Okaloosa); School Board Districts 1, 2 and 3 (Escambia); School Board Districts 1, 3 and 5 (Santa Rosa and Okaloosa); and City of Pensacola Mayor.

"RALLY 2018" was produced in cooperation with the League of Women Voters of Okaloosa & Walton Counties and the League of Women Voters Pensacola Bay Area to give viewers an unbiased look at the candidates running for public office and an opportunity to hear their responses to questions on current issues. Mollye Barrows was producer, co-hosting the programs with WUWF's Sandra Averhart.

"Legislative Review" connects lawmakers and constituents

"Legislative Review: Dialogue with the Delegation" is produced before and after each legislative session, connecting law makers and their constituents. WSRE viewers provide questions asked of the Northwest Florida delegation during live broadcasts.

Hosted by Jeff Weeks, the pre-session broadcast aired on Feb. 28, and the post-session program aired on May 21. NewsRadio 92.3 FM and 1620 AM partnered with WSRE by airing live simulcasts. The following legislators participated: Sens. Doug Broxson (District 1) and George B. Gainer (District 2); and Reps. Mike Hill (District 1), Alex Andrade (District 2), Jayer Williamson (District 3) and Mel Ponder (District 4).

"StudioAmped" showcases talent and original music

The 11th season of "StudioAmped" was recorded over seven nights from Sept. 24 to Oct. 5 in the Jean & Paul Amos Performance Studio with its broadcast premiere in January.

This year's lineup: Allman Goldflies Band; Yeah, Probably; The Krickets; The Red Clay Strays; Panzacola; Roadside Glorious; and Anne Buckle, Tim Buppert and Jerry Vandiver from the Pensacola Beach Songwriters Festival. Local music fans make up the studio audience with donations to Manna Food Pantries collected at the door.



PBS LearningMedia offers free access to **thousands of resources** for Pre-K through 12th grade educators.



Parents name **PBS KIDS** the most educational children's media brand.
Source: Marketing & Research Resources, Inc., January 2019



Clifford and The Cat in the Hat visited local schools to promote the joy of learning.



The WSRE Imagination Station received more than **63,750 visits** in its first six years.



Education & Outreach

Year after year, research shows that PBS KIDS is #1 in school readiness and America's most trusted media brand for children. WSRE delivers this leading early learning resource to local families through the 24/7 WSRE PBS KIDS channel; anytime-anywhere streaming and games via the PBS KIDS app; the WSRE Imagination Station; and community outreach activities. Plus, 39% of WSRE's main channel broadcast is dedicated to PBS KIDS programming.

Geared toward children from birth to age 5, the WSRE Imagination Station is a free early learning activity center designed to spark play, creativity and learning. Funded in part by a grant from the Kugelman Foundation, WSRE has introduced mobile Imagination Station kiosks and announced the fall 2019 opening of a new neighborhood Imagination Station at C.A. Weis Elementary, a Title 1 school in Escambia County.

By March 2019, more than 63,750 visitors had utilized the Imagination Station at Blue Wahoos Stadium since its opening in 2013.

The facility is open from 9 a.m. to noon six days a week. Community organizations, including Autism Pensacola, Capstone Academy, Early Steps, Mended Hearts and the New Parent Support Group from NAS Pensacola, visit during afternoon hours.

Pensacola Blue Wahoos help us Hit a Home Run for Early Learning

Pensacola Blue Wahoos team up with WSRE each summer to spotlight the importance of early learning on a child's brain development and school readiness. Together with volunteers from the Pensacola State College volleyball team, we Hit a Home Run for Early Learning Aug. 5 at Blue Wahoos Stadium.

Families enjoyed pre-game story time with Blue Wahoos players and children's activities at the

WSRE Imagination Station. Kids received a free book and enjoyed appearances by characters from "Clifford the Big Red Dog," "Super Why!" and "Curious George."

Clifford, an all-star pup from the PBS KIDS lineup, made a return appearance at this Bark in the Park game to throw the ceremonial first pitch!

**Hit a Home Run
for**



Clifford was joined by characters from STEM-oriented shows, "Nature Cat" and "Peg + Cat," for the fifth annual WSRE PBS KIDS & Family Day on Mar. 2 at Gulfarium Marine Adventure Park in Fort Walton Beach. Families engaged in character meet and greets, arts and crafts activities and a scavenger hunt, along with the park's exhibits, aquariums and marine life shows.

On their popular PBS KIDS shows, Nature Cat is the curious house cat who finds adventure outdoors during backyard nature excursions and loves learning, and Peg and Cat are the heroes of an animated math-based adventure series and website for 3- to 5-year-olds.

Gulfarium Marine Adventure Park donates a portion of the day's admission to the WSRE-TV Foundation each year. This event is also sponsored in part by Gulf Power and media partners, Cox Communications and the radio family of ADX Communications. Teen volunteers from Choctawhatchee High School assisted with the event serving 980 in attendance.



Hosting a beautiful day in the neighborhood for local families

It was another beautiful day in the neighborhood when WSRE hosted Pensacola's second annual Be My Neighbor Day on Saturday, Apr. 27. This free family-fun event focuses on early learning, health and safety resources for families, and the values of Mister Rogers.



Headliners were popular characters from "Daniel Tiger's Neighborhood," Daniel Tiger and Katerina Kittycat, and PBS KIDS co-host Mr. Steve (Steve Roslonek), who performed three shows from the Jean & Paul Amos Performance Studio stage. Other activities included character meet and greets, story time with our on-air personalities, and over 40 indoor and outdoor activities and exhibitors.

On PBS KIDS, Mr. Steve performs music that

reinforces curriculum themes of the shows. He is a Parent's Choice Gold Award-winning artist who writes each of his songs to add value to a child's life.

"Daniel Tiger's Neighborhood" is the animated recreation of Fred Rogers' original Neighborhood of Make-Believe focused on school readiness and social-emotional learning.

Be My Neighbor Day was sponsored in part by Alert Today Florida, Escambia County Sheriff's Office, Gulf Power, Prevent Child Abuse Florida, Cox Media, Lamar Advertising, Cat Country 98.7 and NewsRadio 92.3 FM & 1620 AM.



Florida



WSRE works closely with Florida Public Media in the dissemination of information and training for the use of Florida PBS LearningMedia digital resources. More than 1,800 educators in Escambia, Santa Rosa and Okaloosa counties are registered to use Florida PBS LearningMedia. Engaging videos, games and teacher tools are aligned to Florida classroom standards.

WSRE hosted a PBS LearningMedia workshop for 60 of Okaloosa County's K-12 teachers on Sept. 14 at Gulfarium Marine Adventure Park. Led by Michelle Watson, education director for Florida Public Media, and Jill Hubbs, WSRE Educational Services & Outreach director, the workshop taught teachers how to tap into America's #1 Educational Media Brand for free access to standards-aligned digital resources and productivity tools for enhancing classroom instruction.

Imagination Station

The WSRE Imagination Station encourages adults to engage in learning with their children, providing books, toys and free online access to explore pbskids.org and PBS LearningMedia. New this year, a weekly story time, hosted by West Florida Public Libraries, and Saturday Surprise events were introduced to further encourage reading. A gift from the Law Offices of Stevenson & Klotz expanded our Imagination Station library of books.

Proud to partner in promoting the joy of learning

WSRE exists to be a resource utilized by the communities we serve. We are always pleased to partner with local schools and organizations to help spark a love of learning.

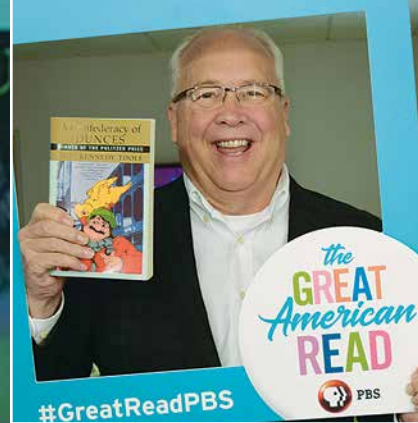
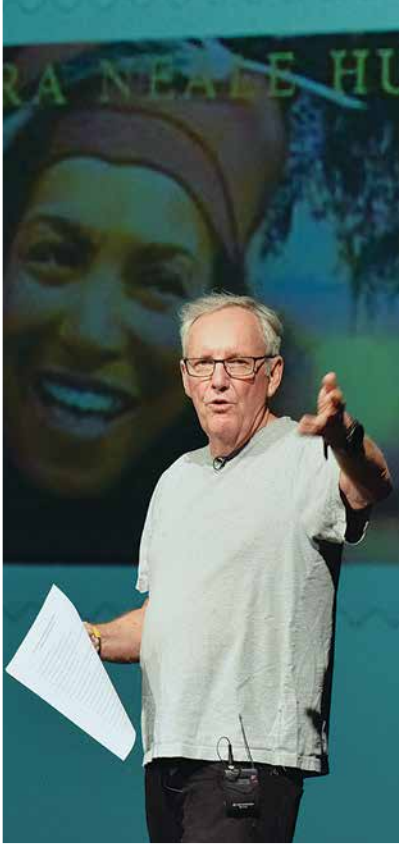
On Mar. 1, we brought The Cat in the Hat to West Pensacola Elementary School for Read Across America Day.

Clifford the Big Red Dog visited preschool classrooms and libraries to help celebrate the successful completion of summer reading programs in Fort Walton Beach and Pensacola. He also participated in the Pet Partners: Read with Me™ initiative at the Tyron and Southwest branches of West Florida Public Libraries.

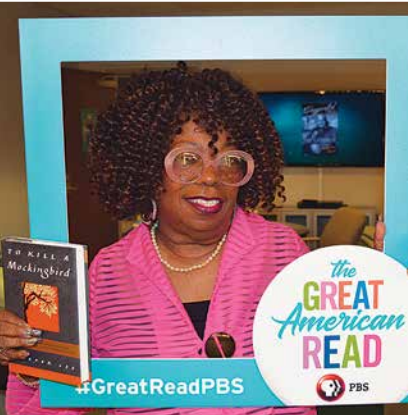
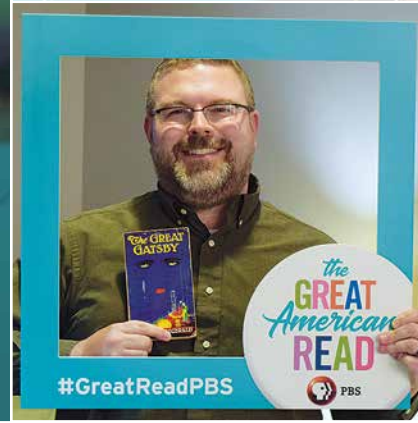
On Sept. 29, we helped City of Pensacola Parks & Recreation promote the healthy habits of five fruits and vegetables a day, two hours or less of screen time, one hour of physical activity and zero sugary drinks as a sponsoring participant of 5-2-1-0 Day of Play at Community Maritime Park.

We also partnered with the Escambia County Principals Association on Feb. 28 to host the 23rd Shining Star Awards, recognizing 3rd and 4th graders who exemplify the core values of equality, responsibility, integrity, respect, honor and patriotism with new bikes.





A grant for local productions and community engagement was awarded to WSRE through the Corporation for Public Broadcasting and PBS for "The Great American Read."



Book lovers

participate in “The Great American Read”

“The Great American Read” was an eight-part television and online series and community engagement initiative designed to spark a national conversation about reading and the books that have inspired and shaped us as a nation. Hosted by Meredith Vieira, the series aired weekly from Sept. 11 through Oct. 23; however, the overall campaign was launched in May 2018 to spark a summer of reading and voting for America’s Best-Loved Novel.

In the TV series, Vieira took viewers on a journey across the country to uncover the nation’s 100 most-loved novels, the people who love them and their authors. Throughout the summer, Americans were encouraged to read the books and engage in the national conversation by participating in local events, visiting an interactive website and voting for their favorite books from a list of 100.

The list came from a national survey of ordinary Americans. Voting began with the campaign launch on May 22, and concluded with the series finale on Oct. 23 when America’s Best-Loved Novel was revealed to be “To Kill a Mockingbird.” The winner was revealed to the delight of local fans who had attended WSRE’s launch event—a reader’s theatre by author Wayne Flynt and Harper Lee scholar Nancy Anderson entitled, “Harper Lee—In Her Own Words.”

WSRE hosted a film screening and produced two local companion productions — “What Makes a Great Book” and a special edition of “inStudio” featuring local authors, librarians and booksellers.

West Florida Public Libraries partnered with WSRE, inviting book lovers to gather for a one-hour sneak peek screening of the “The Great American Read” on Sept. 6 at the Pensacola Library. The free event offered patrons the opportunity to be interviewed on camera for the local production, “What Makes a Great Book.”

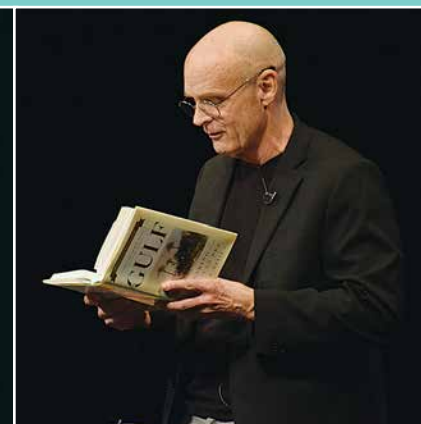
As part of the campaign, WSRE Public Square presented “Books Every Floridian Should Have on the Shelf” by award-winning author Jeff Klinkenberg on Aug. 28. The award winning writer discussed his top recommendations from Florida authors, including “Their Eyes Were Watching God” by Zora Neale Hurston—one of America’s 100 favorite books in the running for America’s Best-Loved Novel.

Funding for “The Great American Read” was provided by The Anne Ray Foundation and PBS. The Corporation for Public Broadcasting provided grants, in partnership with PBS, to public media stations like WSRE to create local content and host screenings and forums to encourage reading and participation in the initiative.





**WSRE Public Square presents
film screenings, town halls and speakers
who have achieved renown
for their contributions to education,
the arts, science and media.**



**In its first four years,
WSRE Public Square presented
16 events
featuring award-winning filmmakers,
Pulitzer prize-winning authors,
leading scientists and American heroes.**





Public Square presents notable Floridians

With support from a Florida Humanities Council grant awarded to Pensacola State College, WSRE Public Square presented talks by four notable Floridians: journalist and author Jeff Klinkenberg, who spoke as part of “The Great American Read” campaign on Aug. 28; Pulitzer Prize-winning author and University of Florida history professor Jack E. Davis on Feb. 5; author, motivational speaker and Florida Humanities Council La Florida performer Ersula Knox Odom on March 5; and long-time journalist and author on water issues Cynthia Barnett on April 23. All events were free and held in the Jean & Paul Amos Performance Studio.

Books Every Floridian Should Have on the Shelf

While many authors have called Florida home, some truly define the state’s literary heritage. Klinkenberg, a best-selling and Florida Heritage Award-winning writer, discussed some of his favorite Florida books, working his way up from William Bartram in 1791 to Jack E. Davis in 2017. He wrote about Florida culture for nearly four decades for the St. Petersburg Times (now Tampa Bay Times) and won the Florida Humanities Council’s Lifetime Achievement for Writing Award in 2018.

Florida and the Gulf of Mexico: History, Wisdom and Hope

Drawing on his award-winning book, “The Gulf: The Making of an American Sea,” Davis spoke about the role the Gulf of Mexico has played in the course of U.S. history. He is interested in the way people, from pre-Spanish natives to current shoreside residents, have organized their societies and individual lives around nature, how Gulf nature has been a positive force in human events, and how human activities have sometimes led to unintended consequences that have undermined the Gulf’s beneficence.



Dr. Mary McLeod Bethune Comes to Life

Odom portrays legendary educator and black leader Mary McLeod Bethune in 1954. In costume and in character, she shared stories of Bethune’s extraordinary contributions to democracy as a New Deal government official in one of the 20 highest-level offices held by women in the FDR administration and the highest held by an African American woman. Bethune was founder of Bethune-Cookman University, founder of FDR’s “black cabinet,” served as president of the National Association of Colored Women, and founded and served as president of the National Council of Negro Women.

Blue Revolution: A Water Ethic for Florida

Barnett demonstrated how one of the most water-rich states in the nation could come to face water scarcity and quality woes—and how it doesn’t have to be this way. Barnett is the author of three acclaimed books on water: “Mirage: Florida and the Vanishing Water of the Eastern U.S.,” “Blue Revolution: Unmaking of America’s Water Crisis,” and “Rain.”

The Florida Humanities Council partners with community organizations around the state. Pensacola State College, WSRE’s licensee, was successful in acquiring the Florida Humanities Speakers Series grant for funding these public programs.



The 2018 Wine & Food Classic and Masterpiece Holiday Tea raised close to \$80,000 for the WSRE-TV Foundation.



The 2018 Wine & Food Classic invitation and Nightmare Theatre poster each won a 2019 Silver ADDY Award.

Original art and design by
WSRE graphic artist Tracey Burgess.



Chef Sara Moulton

was honored guest at 30th Wine & Food Classic

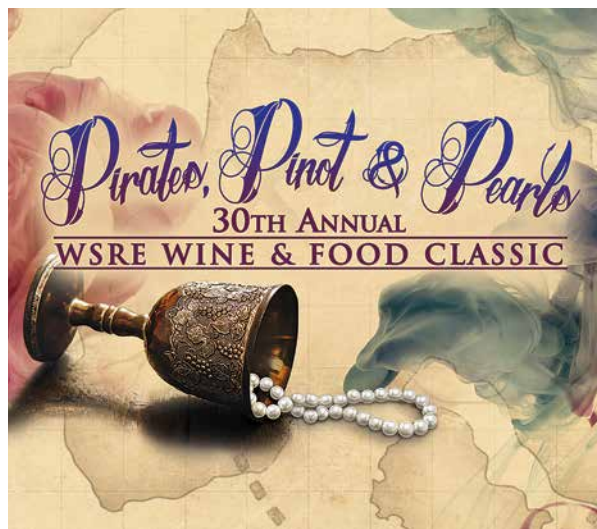
The traditional anniversary gift for celebrating 30 years is the pearl, so Pirates, Pinot & Pearls was a fitting theme for this 30th annual WSRE Wine & Food Classic—our signature fundraiser and a longtime favorite of local foodies. Celebrity chef Sara Moulton headlined the event, which spotlighted local chefs and restaurants during the annual walkabout tasting on Oct. 19 and a dinner event on Oct. 20 at the Hilton Pensacola Beach, along with a book signing on Oct. 21.

Moulton's TV career began as a young protegee of Julia Child on the set of "Julia Child & More Company" on PBS and later on "Good Morning America," where she in time became food editor. She was a central personality on the Food Network during its first decade and is now star of the PBS series, "Sara's Weeknight Meals."

Local chefs competed for people's choice honors during the walkabout tasting on Friday evening, and Chef Chris Tingle from McGuire's Irish Pub was presented the Earl Peyroux Culinary Legacy Award.

The Wine & Food Classic weekend concluded with a book signing at So Gourmet & Kitchenry in Downtown Pensacola. Fans had the opportunity to meet Chef Sara, have their cookbooks signed and sample wines from the Napa Valley vineyards of Silver Oak Winery.

Thanks in large part to our event sponsors and a dedicated team of volunteers, the 2018 Pirates, Pinot & Pearls Wine & Food Classic raised more than \$71,000 for the WSRE-TV Foundation. A Bodacious Family of Shops was presenting sponsor. Polonza Bistro and Jeweler's Trade Shop were major sponsors for Chef Sara Moulton and a VIP reception for sponsors and special guests.



Masterpiece

fans gather for a holiday high tea

In support of WSRE and in celebration of America's longest running weekly primetime drama series, WSRE hosted a Masterpiece Holiday Tea and preview of the "Victoria" Season 3 premiere on Dec. 2 in the Jean & Paul Amos Performance Studio.

Guests enjoyed traditional high tea fare including finger sandwiches and sweet treats from Chef Jordan Hewes of Craft Gourmet Bakery and an assortment of hot teas provided by The Spice & Tea Exchange in Destin.

Presented on PBS by WGBH Boston, "Masterpiece" has been essential Sunday night viewing for millions of fans since 1971.



Statement of Financial Position

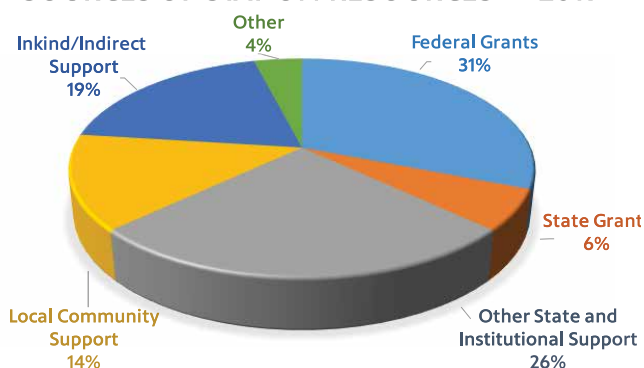
	June 30, 2019	June 30, 2018
Assets		
Cash and cash equivalents	1,080,141	1,997,239
Accounts and pledges receivable	993,869	147,826
Prepaid expenses	49,883	61,654
Investments	2,152,392	2,059,078
Real estate held for sale	25,000	25,000
Capital assets, net of accumulated depreciation*	5,634,890	4,970,693
Total Assets	9,936,175	9,261,490

* Depreciation expense was \$278,995 and \$288,283 for 2019 and 2018, respectively.

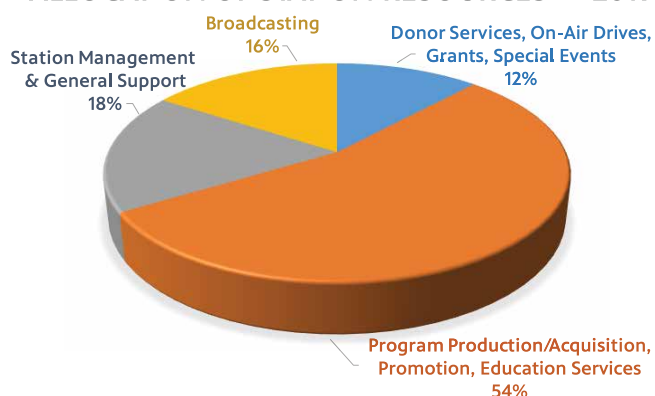
Liabilities and Net Position

Accounts payable and accrued liabilities	884,850	60,530
Accrued compensated absences	63,942	63,867
Deferred revenue	237,631	1,071,482
Net position	8,749,752	8,065,611
Total Liabilities and Net Position	9,936,175	9,261,490

SOURCES OF STATION RESOURCES — 2019



ALLOCATION OF STATION RESOURCES — 2019



Financial information, as presented above, reflects consolidated total assets, revenue and expenses of WSRE (the Station) and incorporates the assets, revenue and expenses of WSRE-TV Foundation, Inc. (the Foundation). The Foundation is a 501(c)(3) organization operating as a direct support organization under Florida Statutes in support of the operating and capital needs of the Station. The Foundation's assets comprised 34% of the total assets of the Station at June 30, 2019.

Twenty-nine percent of the Station's 2019 operating revenue was provided by the Foundation from donations, program grants, inkind support and provision of facility/production services to others.

The Station's consolidated audited financial statements and the Foundation's IRS Form 990 are available on our website at wsre.org or by request at (850) 484-1231.

Milestones and Awards

1967 WSRE begins broadcast over UHF Channel 23; President Lyndon B. Johnson signs Public Broadcasting Act.

1969 Public Broadcasting Service (PBS) founded; Eric Smith becomes first station manager.

1977 “Gourmet Cooking” with Chef Earl Peyroux, a WSRE production, premieres.

1982 “Gourmet Cooking” goes into national public television syndication.

1990 WSRE Foundation, Inc. established to support station activities and capital/operating needs.

1992 Sightline reading service for the visually impaired launched.

1994 First broadcast from \$7 million Kugelman Center for Telecommunications.

1997 WLNE (Where Learning Never Ends) created in partnership with Pensacola Junior College Distance Learning and Cox Communications.

2000 14th Wine & Food Classic wins National Educational Telecommunications Association (NETA) Award for Innovative Fundraising Initiative.

2001 FutureVision Capital Campaign launched to fund analog-to-digital transition; four digital channels added; Juergen and Helen Ihns Production Facility is equipped for high definition production.

2002 “Pearl Harbor Remembered” wins Bronze Telly.

2004 The 10,000 sq. ft. Jean & Paul Amos Performance Studio dedicated.

2007 “Khaki Coast: How the Panhandle Helped Win WWII” wins Silver Telly; 18th Wine & Food Classic invitation wins Addy Judges Award for Creative Concept.

2008 “Gulf Coast War Memories” and “Khaki Coast: How the Panhandle Helped Win WWII” receive Emmy nominations; 20th Wine & Food Classic hosts Chef Jacques Pépin; PBS KIDS Raising Readers campaign launched.

2009 “Gulf Coast War Memories,” “Pensacola Veterans Memorial Park,” “Honor Flight: A Journey of Heroes,” and “The Ripple Effect: The Digital School Initiative” win Bronze Telly awards; “Gulf Coast War Memories” wins NETA Award for Best Outreach Campaign Based on a National Production; analog broadcast ends.

2010 “Gulf Islands National Seashore: The Treasure of the Gulf Coast” receives Emmy nomination, Bronze Telly and Bronze People’s Telly; Gulf Coast Consortium forms to expand Deep Water Horizon reporting.

2011 “Lighthouses of the Gulf Coast: Sand Island to St. Marks” receives Emmy nomination and Bronze Telly; “Ashley Brown in Concert: Call Me Irresponsible” wins Bronze Telly.

2013 Pensacola State College Learning Lab & WSRE Imagination Station opens at Blue Wahoos Stadium; “Baseball in Pensacola” wins Bronze Telly; 25th Wine & Food Classic hosts former White House pastry chef Roland Mesnier; PBS LearningMedia digital platform launched.

2014 WSRE Imagination Station wins NETA Award for Community Engagement Based on a Local Project.

2015 WSRE Public Square Speakers Series launched with Pulitzer Prize-winning writer Rick Bragg; “An Evening with Tommy Emmanuel” and “In Your Own Backyard: The Blue Angels Air Show” win Bronze Telly awards.

2016 “Pensacon” and “Undersea Northwest Florida” episodes of “In Your Own Backyard” win Bronze Telly awards.

2017 WSRE PBS KIDS channel launched; “They Were Our Fathers” wins People’s Silver Telly; “In Your Own Backyard: Forts of Pensacola/Advanced Redoubt” wins Bronze Telly.

2018 First annual Be My Neighbor Day celebrates 50th anniversary of “Mister Rogers Neighborhood;” “In Your Own Backyard: The Gulf Coast Hot Air Balloon Festival” and “Best of StudioAmped: Volume 2” win Bronze Telly awards.

2019 “Aware: Healthcare Connect” and “StudioAmped: Pensacola Beach Songwriters Festival Special 2018” win Bronze Telly awards.

